

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2021, Vol. 2, No. 9, 828 – 834

<http://dx.doi.org/10.11594/ijmaber.02.09.13>

Research Article

An Exploratory Factor Analysis of Brand Awareness in The Low Involvement Product on Social Media Channel

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Article history:

Submission September 2021

Revised September 2021

Accepted September 2021

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ABSTRACT

The objective of this paper was to analyse the factor of brand awareness in the low involvement product on social media channel. Samples of this research were 500 people have experience with product on social media channel. The research instrument was a questionnaire. The statistics used for data analysis were frequency, percentage, average, standard deviation and the KMO and Bartlett's test to measure the adequacy of the data and hypothesis test. The study results indicate that brand awareness in the low involvement product on social media channel which a total of four factors were extracted from the brand awareness index scale: product quality, presenter image, message design, and media characteristic. the KMO value is 0.95, Chi-square is 12418.36, p-value is 0.00 conclude that the variables were related and suitable with factor analyzing.

Keywords: *EFA, Brand awareness, Product low involvement, Social media*

Background

Since the arrival of the digital era and various modern technologies This makes the form of Customer Journey even more complicated. There is a process of making a purchase decision that is very step and a variety of channels or known as a model. Multi-Channel Journey as follows; 1) Awareness: Consumers have more channels to perceive through. For example, from online media channels, in the past, there may be channels of perception from the

mainstream media alone. 2) Evaluation: can compare information before making a purchase decision from the website, E-book or even from VDO Content online. 3) Purchase of goods and services: in the digital era more comfortable If consumers want the product Just order through the application. and online shop websites can do without having to travel to the storefront. 4) Usage: after making a purchase If the product is good or bad There may be talks or comments through online media at any time.

How to cite:

Kittisaareekul S., Jitprapai, N., Limsumlitnipa, T. (2021). An Exploratory Factor Analysis of Brand Awareness in the Low Involvement Product on Social Media Channel. *International Journal of Multidisciplinary: Applied Business and Education Research*. 2(9), 828 – 834. doi: 10.11594/ijmaber.02.09.13

5) (Repurchase) Factors that result in repeat purchases by consumers. It may not come from the service alone. because of discounts, online coupons, or even discounted prices. It helps this process as well. 6) Advocacy: Good service products Word of Mouth still exists in Customer Journey in the digital era, but with faster speed. because there are online media (Kotler, 2017; Kartajaya, Kotler, & Hooi, 2019).

Statistics as of January 2021 have a total population of 69.88 million. The Thai population will increase by 163,000 (+ 0.2%) between January 2020 and January 2021. 51.4% of the Thai population is female, while 48.6% of the population is male. 51.8% of the Thai population lives in urban areas, while 48.2% live in rural areas. Internet users in Thailand January 2020 - January 2021. 90.66 million mobile phones connected to the Internet, compared to 129.7% of the population. There are 48.59 million Internet users in Thailand as of January 2021. The number of Internet users in Thailand will increase by 3.4 million (+7.4%) between 2020 and 2021. Internet access in Thailand is 48.59 million compared to 69.5% of the population in January 2021. 55 million active social media users, compared to 78.7% of the population (DataReportal, 2021).

Therefore, to understand brand awareness, which is the first important part of the consumer's low involvement product decision-making process. This will help to know the importance of various factors that are components of brand awareness based on the opinions of the users. Especially, FMCG (Fast Moving Consumer Good) products or consumer goods (Kerry & Butler, 2008) such as toothpaste, shampoo, drinking water, which are mostly in the low involvement group, which are present in large numbers in the market. That consumers buy without thinking too much and need to buy often, have low loyalty to the brand, just being stimulated by promotions or seeing a presenter, may want to try something new immediately. So, understanding Customer Journey in addition to helping entrepreneurs Able to recognize the process of making a purchase decision of the consumer. also allows planning or campaigning for various marketing activities It's easier and get the desired results. But if any business owner who have a good

understanding of their own consumers Determining the format or drawing a Customer Journey Map plan in the style of the organization for use by yourself can do the same without the need to be attached to different models presented in the above.

Literature Review

Brand awareness

Brand awareness is one of the elements of brand value, according to Aaker's concept, where brand awareness is essential to building memory consumer. Brand Awareness is a process that involves the strength of the knot The idea of a brand (Brand Node) that is traced in the memory of consumers and reflects it by enabling consumers to identify brands in different situations (Rossiter and Percy, 1992).

Brand awareness is one of the most important things in doing business is building brand awareness or to be successful. In order to make the product or service become the number one choice in the minds of customers to make consumers aware and always thinking about products and services. In addition to making the brand known. It must create a good image and take into account the strengths of the brand to be credible and widely known (Aaker, 2012: 10).

Product quality

The Product is the one of the marketing mixes which is one popular theory used in marketing planning (Kotler & Keller, 2003). The Business has the main components, which is the first important factor, which is the product, product or service. Tangible products or intangible products and service is divided into participatory service and non-participating services so the goods and services are truly the heart of business operations. It must have an important feature is quality. Moreover, the quality is also meaningful. suitability for use design quality and quality according to the set standards as well. In addition, quality is an important indicator of the image of our business as well.

The composition of a good product. 1) The design: design of the product and the package. The appearance and distinctiveness of the product will help differentiate the product

from being beautiful to use or worth trying. 2) Material: selection of raw materials for quality production This will result in the quality of the product and the durable products being of good quality. and have a longer service life. 3) Quality: The product must be of good quality to match the cost incurred by the customer. 4) Safety: Good products and services must be safe for users. standard and does not cause harm to consumers. 5) Variety: is a variety of products, such as a variety of colors and patterns for customers to choose from. to generate more leads (Singh, 2006).

E-commerce

E-commerce is the business of buying and selling products or advertising through electronic media, the most popular being radio, television and the most used today is the internet (Rayport & Jaworski, 2004). Business can use text, audio, images and video clips in your business. E-commerce business can reach a wide range of customers and reduce costs. Nowadays, every step of our life is driven along with the use of Social Media or the Internet through various channels such as youtube, facebook, IG, twitter, Tiktok . People can access electronic media easily, quickly and conveniently, and using the Internet is almost one of the daily routines of people. we go and because of this Causing many businesses to turn to E-commerce more and more in order to reach their target audience (Kreutzer, 2016).

Online Marketing

Online marketing in any form They all have the same goal, which is to make the audience turn their attention back to our products or services. In this article, I would like to conclude that online marketing is to create awareness of information as a result, the recipient or the target audience feel and believe in the brand. As a result, the purchase of goods and services increases. Outbound Marketing by pushing the brand to reach the people or the target audience. For the most part, this form of marketing focuses on brand presentation. What brands want their target audience to know about a product or service Which focuses on promoting to reach a large group of people is important (Miller, 2015).

Methods

This paper is a quantitative research method. A study using such instruments is expected to enhance the process of theory in brand awareness. Also, such instruments and the findings of a study can be effectively used by practitioners for the evolution and betterment of the brand management in their organization. A questionnaire survey is widely acknowledged as an efficient tool for assessing customer' perceptions.

The questionnaire development for measurement of critical factors of brand awareness of product low involvement product on social media channel. Since there was no comprehensive instrument available to measure the critical factors from the viewpoint of the customer which ever use social media, a new instrument was developed. The survey instrument that was finally developed is intended to empirically validate the constructs. The scale development is based on an exhaustive survey of literature, and a pilot study among the practitioners of brand manager in the e-commerce business.

The proposed instrument has been tested for validity of the constructs, so that it can be used for meaningful analysis. Validity is defined as the extent to which any measuring instrument measures what it is intended to measure (Carmines & Zeller, 1979). Different validity terms are used to illustrate the various aspects of construct validity. Content validity of an instrument refers to the degree to which it provides an adequate depiction of the conceptual domain that it is designed to cover (Hair et al. 1998). In the case of content validity, the evidence is subjective and logical rather than statistical. Content validity can be ensured if the items representing the various constructs of an instrument are substantiated by a comprehensive review of the relevant literature (Bohrnstedt, et al., 1983). The present instrument has been developed on the basis of a detailed review and analysis of the prescriptive, conceptual, practitioner, and empirical literature, and also on the basis of interaction with academicians and practitioners in Thailand, so as to ensure the content validity.

The expatriates were asked to read each statement and indicate the relevance of each item on the questionnaire on a five-point scale:

1) not important; 2) fairly important; 3) important; 4) very important and; 5) extremely important. Items that had an average score of 3 or greater were retained. In the initial questionnaire, there were 125 items. Based on the feedback from expatriates, 25 items were dropped and 100 were retained in the questionnaire for the study. The respondents were asked to rate the significance of each item on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree.". It should be noted that content validity has been assured in the initial stages of questionnaire development itself.

Data Collection and Analysis were collected using the questionnaire survey research method. The perceptions of people who are user social media. The sampling frame that although sample size is important in factor analysis, there are varying opinions, and several guiding rules of thumb are cited in the

literature. Comrey and Lee (1992) in their guide to sample sizes: 500 as very good.

The Kaiser-Meyer-Olkin (KMO; Kaiser, 1974) measures sampling adequacy in the ratio of correlations and partial correlations that reflects the extent towards which correlations are a function of the variance shared across all variables rather than the variance shared by particular pairs of variables. KMO values range from 0.00 to 1.00 and can be computed for the total correlation matrix as well as for each measured variable. Overall KMO values $\geq .70$ are desired (Hoelzle & Meyer, 2013; Lloret et al., 2017), but values less than .50 are generally considered unacceptable (Child, 2006; Hair et al., 2010; Kaiser, 1974), indicating that the correlation matrix is not factorable. As colorfully described by Kaiser (1974), KMO values "in the .90s, marvelous; in the 80s, meritorious; in the .70s, middling; in the .60s, mediocre; in the .50s, miserable; below .50, unacceptable".

Results and Discussion

Table 1. Demographic (N=500)

Demographic	N	%
Gender		
Male	250	50.0
Female	250	50.0
Age		
≤ 20	117	23.4
21 - 37	123	24.6
38 - 53	118	23.6
≥ 54	142	28.4
Educational Level		
Secondary School or Vocational Certificate (Voc. Cert.)	119	23.8
Diploma/High Vocational Certificate (Dip./High Voc.)	158	31.6
Bachelor's Degrees	126	25.2
Master's Degrees or above	97	19.4
Occupation		
Students/University Students	83	16.6
Agriculturist	56	11.2
Teachers/Academics	54	10.8
Civil Servant/State Enterprise/Employee/	67	13.4
Private-Sector/Company Workers	96	19.2
Merchants/Business Owners	83	16.6
Freelancer	36	7.2
Unemployed	25	5.0

Demographic	N	%
Income		
< 15000	45	9.0
15000-24999	255	51.0
25000-34999	172	34.4
35000-44999	21	4.2
≥ 45000	7	1.4

Table 2. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.95
Bartlett's Test of Sphericity	Approx. Chi-Square	12418.36
	df	780
	Sig.	0.00

Table 3. The EFA analysis (Media Character)

Media Character	Factor Loading
Cronbach Alpha = 0.89	
MediaCharac6 Quickly access	.695
MediaCharac4 Simplicity to navigate	.693
MediaCharac2 No disturb from advertising	.685
MediaCharac3 Fast loading screen	.670
MediaCharac1 Security from data hacker	.603
MediaCharac9 Flexible all iOS, Android, and windows	.573
MediaCharac8 Interactive between customer and supplier	.568
MediaCharac10 Apply with all equipment (Smartphone, Tablet, Notebook, PC)	.536

Table 4. The EFA analysis (Message Design)

Message Design	Factor Loading
Cronbach Alpha = 0.91	
Messagedesign4 Create a cohesiveness across all channels and platforms	.735
Messagedesign6 Often show logo	.724
Messagedesign5 Translates to more sales over time	.693
Messagedesign10 Clearly sound	.655
Messagedesign8 Content has to voice and Nonvoice	.651
Messagedesign3 Use a big mock product	.648
Messagedesign7 Use the language of customer	.638
Messagedesign9 Reality content	.627
Messagedesign2 Avoid the fake news	.555

Table 5. The EFA analysis (Product Quality)

	Presenter Image	Factor Loading
Cronbach Alpha = 0.90		
Product10	declare a standard certify code	.671
Product6	a suitable of packaging	.665
Product5	using the active ingredients form abroad	.662
Product8	Produce by the standard manufacturing	.647
Product9	Physical of product (Shape, colour)	.638
Product7	Safety for consume	.637
Product4	Friendly environment	.619
Product1	Product contained	.602
Product2	Identify the manufacturing and expiry date	.595
Product3	Show the contact address of distributor	.547

Table 6. The EFA analysis (Presenter Image)

	Presenter Image	Factor Loading
Cronbach Alpha = 0.90		
Presenter4	Familiar	.735
Presenter6	Share a glimpse of the gain	.704
Presenter5	Show the benefit of product	.676
Presenter2	Personality consist with the brand personality	.630
Presenter7	Telling the paint point of customer	.598
Presenter10	Friendly and creditability	.554
Presenter8	Leverage neuroscience	.514
Presenter3	Avoid to taking about the sensitive content	.514
Presenter9	Be confident	.505

Conclusion

The results of the analysis of factors of brand awareness in the low involvement products on social media revealed that there were 4 components, a total of the observed variable is 36 variables. The loading of the observed variables ranged from 0.505 – 0.735 at the statistical significance level at 0.05, that is 36 variables are important variables in brand awareness in the low involvement products on social media.

The media character element of Quickly access had the highest factor loading of 0.695, the message design element of Create a cohesiveness across all channels and platforms had the highest factor of 0.735, and the product quality element of the Declare a standard certify code variable had the value. The highest value was 0.671 and the present image component of the Familiar variable was the highest was 0.735.

The KMO value used to measure the suitability of the data for the factor element analysis was 0.95, which is greater than 0.050 and approaching 1. It can be concluded that the data used in the analysis are suitable for the factor composition analysis. Brand Awareness in The Low Involvement Product on Social Media Channel and had Bartlett's Test of Sphericity used to test the hypothesis. It was found that the chi-square value was 12418.36 and the Sig. value was 0.00 which was less than 0.05. It can be concluded that each variable is related to each other.

Therefore, it can be concluded that people's awareness of the low-involvement brands being communicated on social media. Because low involvement products communicated on social media for advertising or selling products. It is necessary to build brand awareness with four key elements: media character, message

design, presenter image, and product quality which consist with Aaker (2012) that to making the brand known. It must create a good image and take into account the strengths of the brand to be credible and widely known (Aaker, 2012: 10).

The characteristics of online communication must be communicated through compelling creations. short communication time Use familiar, well-known characters. and clearly point out the main benefits of the product. The result consistent with the results of the study of Nguyen and Nguyen (2020), the factors affecting brand awareness in the context of viral marketing in Vietnam that social media, messages, attractiveness, spread, credibility, entertainment, and influencers are the factors that positively promote brand awareness in the viral marketing context. Moreover, the finding of Bilgin (2018) that the effect that social media marketing activities have on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds. Nevertheless, findings have shown that brand awareness does not reflect on brand image and brand loyalty that perceived by the consumers who are at similar level.

Acknowledgment

This paper and the research behind it would not have been possible without the exceptional support of our organization is Suvarnabhumi Institute of Technology and Mahasarakram University which gave the budgeting.

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